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Walker-Gordon Homogenized Soft Curd Milk

IN RESPONSE to widespread suggestion on the part of physicians and consumers alike, Walker-Gordon has now developed a homogenized soft curd milk of exceptional purity and digestibility.

This milk is made with Walker-Gordon Certified Vitamin D Milk, which is recognized as the world's finest.

In processing, the raw milk is heated to 160°F. before homogenization, and held at this temperature for thirty minutes immediately afterward. This unique high-temperature pasteurization results in two distinct benefits:

1. An exceptionally low curd tension, with

small, soft curds.

2. An almost sterile milk, since Walker-Gordon Certified Milk is so extremely low in bacteria content even before pasteurization. (Therefore boiling of the processed milk is not necessary in preparing infant formulas.)

Despite the elaborate treatment necessary to produce Walker-Gordon Homogenized Soft Curd Milk, *the price of this milk is the same as the price of the untreated Walker-Gordon Certified Vitamin D.*

It is now available through all leading milk distributors in the New York area.

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THE WORLD'S FINEST MILK

R E S E A R C H

that must provide its own endowment is an elemental incentive toward excellence. Large-scale production methods and a thorough distribution of the products of research are indispensable if discoveries are to be conveniently and promptly applied everywhere.

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with Established Reputation



'Amytal' (Iso-amyl Ethyl Barbituric Acid, Lilly) and 'Sodium Amytal' (Sodium Iso-amyl Ethyl Barbiturate, Lilly), through long usage, are known to have a favorable margin of therapeutic safety, moderate duration of action, and comparative freedom from after-depression.

'AMYTAL' is supplied in 1/8, 1/4, 3/4, and 1 1/2-grain tablets in bottles of 40 and 500.

'SODIUM AMYTAL' is supplied in 1 and 3-grain pulvules (filled capsules) in bottles of 40 and 500.

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JUNE 1941 • BULLETIN OF
THE NEW YORK ACADEMY OF MEDICINE

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VEGEX - MARMITE

**The Vitamin B Complex Pioneer in
the First World War Returns to the
Front in the Second World War**



In a previous Vegex advertisement in the Journal of the American Medical Association, the selection and use of Vegex-Marmite during the first World War for Allied troops was told.

"The year 1916 goes far back into vitamin history. Chick, Hume and others had found Marmite, the autolyzed extract from brewers' yeast (sold in America as Vegex), to be comparable with brewers' yeast in Vitamin B."

"Hygiene of the War," Volume 11, Official British History of the War, contains a report on yeast and yeast extracts as important to the physician today as to the army surgeon then. This report, Chapter 3, pages 83 and 84, recounts:

"In June, 1916, the officer then in charge of the Hygiene Department of the Royal Army Medical College, Lieut.-Colonel Monkton Copeman, reported that a commercial extract of yeast, marmite, had distinct advantages over yeast in that it remained practically unchanged even when exposed to the air, while yeast preparations deteriorated and in some cases underwent putrefactive changes; its bulk also was much smaller. Marmite is a pure extract of yeast made by submitting purified brewers' yeast to a special digestive process and then evaporating it down under reduced pressure to the required consistency. The resulting product is almost indistinguishable in appearance, smell, and flavour from extract of meat. Chemically, apart from the question of vitamins, it differs from extract of meat in not containing any creatine or creatinine. * * *

"Miss Chick and Miss Hume in their work on the distribution of anti-beri-beri vitamins found that marmite was amongst the potent substances tested. * * * *

"As a result of a conference with the manufacturers and many tests in the Royal Army Medical College, a solidified preparation of marmite was produced and put up in half-ounce cubes or tablets which were so flavored that they could be eaten in this form, or if preferred, with bread or biscuit. The tablets could also be used for making soup. They each contained 50 per cent of marmite, or $\frac{1}{4}$ oz. in each cube, which represented the active vitamins in $3\frac{1}{2}$ oz. of yeast; consequently the eating of half a tablet twice a week apparently sufficed for prevention of beri-beri, the rations issued being otherwise not absolutely devoid of vitamin. One tablet daily would be necessary in a diet devoid of anti-neuritic vitamin."

The head of the Marmite Food Extract Company, Ltd., wrote recently of supplying "very heavy quantities" of Marmite "to the War Department," for food relief work and otherwise for war purposes.

Twenty-five years have come and gone since the first World War. Vegex-Marmite has been widely and successfully used in child feeding, in the diets of lactating women, in pellagra, beri-beri, gastro-intestinal disorders, alcoholic polyneuritis, thus demonstrating the usefulness of a product containing factors of the B complex in addition to thiamine, along with the physician's other treatment. Vegex-Marmite was the pioneer brewers yeast extract used to demonstrate the postulated extrinsic factor needed in the prevention and relief of anemias.

Vegex and Marmite are and will remain one and the same, with continuing adequate supplies for physicians and for any American Army need.

Samples for clinical or professional use will be sent on request

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WHEN DIETS RUN TO TOAST AND TEA!

CHARACTERISTIC of elderly individuals is the inclination to "bog-down" on a balanced diet, lessen the daily food intake and exclude important nutritional factors essential to their continued well-being. Add to this a dwindling efficiency of absorption and utilization of food, and the result is frequently ominous—a subclinical deficiency that requires treatment with vitamins to supplement the corrected diet.



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When an effective form of B complex is indicated in clinical and subclinical deficiencies, consider B-Complex SMACO.* It is a *balanced*, concentrated form of B complex, biologically standardized so that the known factors (thiamine hydrochloride, riboflavin, nicotinic acid, pyridoxin [vitamin B₆] and pantothenic acid) are provided in proportion to requirements believed necessary for optimal nutrition. B-Complex SMACO contains all B factors which a natural B complex can be depended upon to supply.

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THE GRADUATE FORTNIGHT OF 1941

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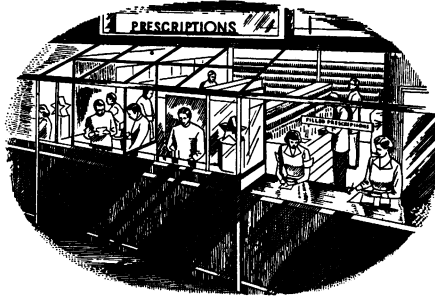
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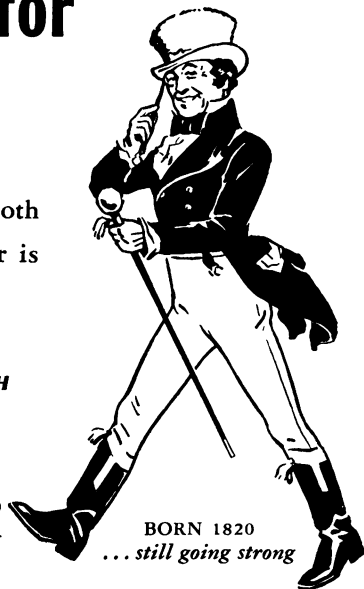
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Both 86.8 proof

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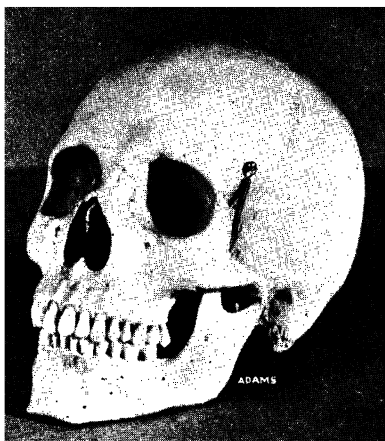
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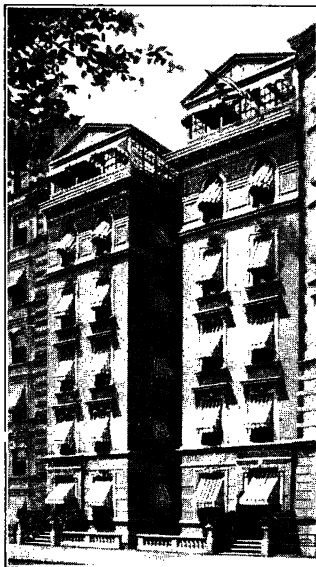
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This hospital has specialized solely in addictions for over forty years. The treatment is a hospital procedure and provides a definite means of eliminating the craving and the toxic products of alcohol and drugs. Complete department of Physical Therapy for physical rebuilding and appreciating the seriousness of the mental side of the alcoholic problem, we devote the convalescent period to minimizing the possibility of relapse.



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In Pediforme Shoes, your patient walks on the inner sole which saves foot shock. All scientific research and practical experience prove that leather is the best material to wear next to the human foot. Pediforme inner sole leather is characterized by closely compact fibres so that it is as smooth and soft as kidskin.

The most effective tannage methods in the world extract practically all the sulphuric acid

present in Pediforme leather. Even a moderate amount, in footwear less strictly made, irritates the feet, causing a burning sensation.

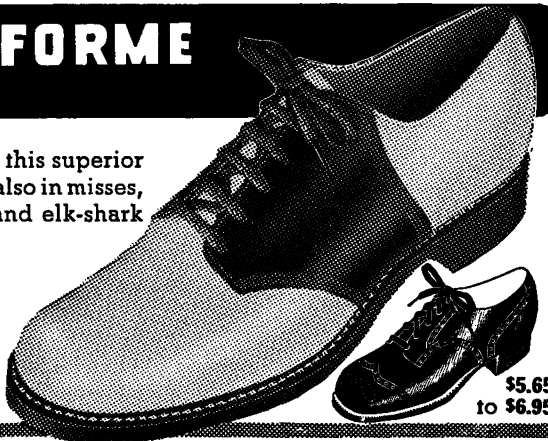
Pediforme uppers are made of high tensile strength leathers which are shape retaining. These are obtained from the high center strip along animal's back (the bend) and cut to detailed patterns by skilled handcraftsmen. The quality appearance of Pediforme Footwear results only from the high merit and superior workmanship in materials and fashioning.

Since overall dimensions of right and left feet invariably are different Pediforme fitters do not simply size to the left foot but adjust the fitting to suit each foot. Pediforme Right and Left Fitting assures shapes and sizes equally correct for both feet.

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Children idolize this superior elk saddle shoe (also in misses, youths, mens), and elk-shark sidekick below

childrens,
misses
from \$4.50



\$5.65
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THE MARCH OF MEDICINE, 1940

The 1939-40 series of Lectures to the Laity, sponsored by the New York Academy of Medicine, is now available in book form. The lectures include that of Abraham Myerson on "The Inheritance of Mental Disease"; "Chemical Warfare against Disease," by Perrin H. Long; "The Story of Our Knowledge of the Blood," by Paul Reznikoff; "The Story of Viruses," by Thomas M. Rivers; "The Ascent from Bedlam," by Richard H. Hutchings; and "The Romance of Bronchосcopy," by Chevalier Jackson and Chevalier L. Jackson. The book contains 154 pages, and the list price is \$2.00.

The Lectures to the Laity given during the season 1938-39 are also available in book form at the same price, under the title of THE MARCH OF MEDICINE, 1939. The publisher will be glad to send either or both of these volumes on approval to members of the New York Academy of Medicine.

COLUMBIA UNIVERSITY PRESS
MORNINGSIDE HEIGHTS NEW YORK

BRIEF HISTORICAL NOTES

ON

MEAD'S CEREAL AND PABLUM

HAND in hand with pediatric progress, the introduction of Mead's Cereal in 1930 marked a new concept in the function of cereals in the child's dietary. For 150 years before that, since the days of "pap" and "panada," there had been no noteworthy improvement in the nutritive quality of cereals for infant feeding. Cereals were fed principally for their carbohydrate content.

The formula of Mead's Cereal was designed to supplement the baby's diet in minerals and vitamins, especially iron and B₁. How well it has succeeded in these functions may be seen from two examples:

(1) As little as one-sixth ounce of Mead's Cereal supplies over half of the iron and more than one-fifth of the vitamin B₁ minimum requirements of the 3-months-old bottle-fed baby. (2) One-half ounce of Mead's Cereal furnishes all of the iron and two-thirds of the vitamin B₁ minimum requirements of the 6-months-old breast-fed baby.

That the medical profession has recognized the importance of this contribution is indicated by the fact that cereal is now included in the baby's diet as early as the

third or fourth month instead of at the sixth to twelfth month as was the custom only a decade or two ago.

In 1933 Mead Johnson & Company went a step further, improving the Mead's Cereal mixture by a special process of cooking, which rendered it easily tolerated by the infant and at the same time did away with the need for prolonged cereal cooking in the home. The result is Pablum, an original product which offers all of the nutritional qualities of Mead's Cereal, plus the convenience of thorough scientific cooking.

During the last ten years, these products have been used in a great deal of clinical investigation on various aspects of nutrition, which have been reported in the scientific literature.

Many physicians recognize the pioneer efforts on the part of Mead Johnson & Company by specifying Mead's Cereal and PABLUM.

Pablum is a palatable mixed cereal food, vitamin and mineral enriched, composed of wheatmeal (farina), oatmeal, cornmeal, wheat embryo, beef bone, brewers' yeast, alfalfa leaf, sodium chloride, and reduced iron.

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RECENT publications have shown that the synthetic vitamins, alone, do not perform the effects of the same vitamins in the native B-Complex state. Also, the synthetics may be toxic in excess doses or in "imbalance" with each other.*

Biochemists have *proven* that the native forms of yeast, liver and rice polish extract as sources of B-Complex are safe, economical and effective. Brewers' Yeast contains as high as 100 mg. of nicotinic acid per 100 gm. yeast. Spies fed Harris' Yeast in large doses (exclusively). He showed no toxic symptoms of nicotinic acid. You can't do this with the synthetic product!

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*Science, Mch. 14, '41.

**Univ. Wisc.

2 PROVEN NATIVE B-COMPLEX SOURCES

Brewers' Yeast (Harris)

1. The Harris yeast was used by Goldberger,¹ Tanner and associates in their curative results with pellagra cases.

2. With this brand of yeast, Spies,² Blankenhorn, Cooper and others reduced the mortality of pellagra from 54 to 6%. With addition of the crystalline vitamins Spies has not announced any greater reduction in mortality.

3. With Yeast Vitamine (Harris) Tablets, H. J. Gerstenberger³ reported successful treatment of Herpes Labialis and Herpetic Stomatitis. Clinical manifestations suggested a relationship to pellagra.

Each gram contains:

60 units of B₁ (International), 30 units of B₂ (Sherman), Vitamin B₆, Pantothenic Acid, Nicotinic Acid.

**POWDER OR 7½ GRAIN BLOCKS
6 OZ. — 13 OZ. — 5 LB. TINS**

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Alcoholic extract of rice polishings. The oldest B-complex known to medical practice. Used for beriberi in the Orient 25 years ago by the American Government — in the Philippines — China and Japan.

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Each teaspoonful contains:

260 International Units of B₁, 40 Gamma of B₂, 500 Gamma of B₆, with cell salts of rice.

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1. U.S. Pub. H. Reports, Jan. 1925.

2. Jr. A.M.A. 104-16-1377-1935.

3. Am. Jr. Dis. Children, Oct. 1923.

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